

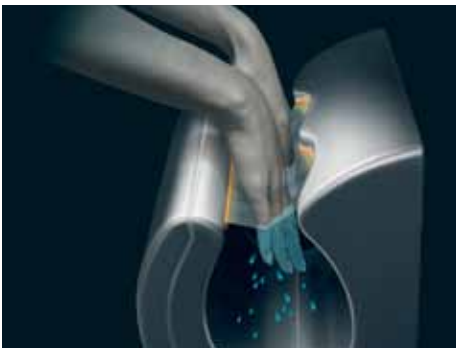
## Lexington Avenue Brewery – The Lab



“The Dyson Airblade™ hand dryer has created an entirely new phenomenon at the Lab – what local Ashevilleians describe as ‘hand dipping.’”

Joe Culpepper  
General Manager

Voted BeerCity USA three years in a row, Asheville, North Carolina is the craft-brewing center of the Southeast and home to the Lexington Avenue Brewery (Lab). For nearly two years, the Lexington Avenue Brewery has been serving up American fare with a unique twist and live music almost every night, in addition to its award-winning, craft beer.



### The Challenge

The search for a hand dryer solution began for the Lab during construction. The environmentally-minded Lab proprietors wanted to install hand dryers in the new brew pub, but General Manager, Joe Culpepper, was reluctant and wanted to retain paper towels. Tasked with finding an alternative to paper towels, Culpepper set out to find the latest technology in hand dryers.

### The Solution

Through research and recommendations, Culpepper was introduced to the Dyson Airblade™ hand dryer – a technology leader in hand dryers. Like with all new technology, Culpepper needed to see it to believe. He and the Lexington Avenue Brewery owners used the Dyson Airblade™ hand dryer for the first time nearby at the Asheville Airport. “At the Asheville Airport, I got to see the Dyson Airblade™ hand dryer in action – it really works and people loved it,” remarked Culpepper.

### The Results

After discovering he could reduce the brewery’s environmental impact by over 70% (compared to paper towels), Culpepper decided to install four Dyson Airblade™ hand dryers in time for the grand opening.

The Dyson Airblade™ hand dryer has received rave reviews from customers, and has been highlighted in blogs, foursquare tips, and Yelp reviews of the Lexington Avenue Brewery. It has truly become part of the Lexington Avenue Brewery experience, and according to Culpepper, some customers visit the Dyson Airblade™ hand dryer even before placing an order.

To try the Dyson Airblade™ hand dryer or for more information call or visit:

1-888-DYSON-AB  
[www.dysonairblade.com](http://www.dysonairblade.com)



# dyson airblade

The fastest, most hygienic hand dryer.